

# PRUDENTIAL FINANCIAL



<b>INITIATIVE</b>	Just Ask - AI Powered Advisor
<b>AWARD</b>	Celent Model Insurer of the Year 2026
<b>EXECUTIVE SUMMARY</b>	Prudential Financial's Just Ask initiative addresses critical inefficiencies in life insurance sales by leveraging agentic AI to transform distributor interactions, enabling rapid access to quotes, product details, and forms through an intuitive chatbot interface.
<b>TIMELINE</b>	The project began with the ideation phase and requirements gathering in November 2024. Key milestones include the launch of the Minimum Viable Product (MVP) for the agents in Q1 2025, followed by the rollout of the platform and a standalone internal users-only website in Q2 2025. The go-live date occurred at the end of Q2 2025 with 500 users onboarded, and the solution reached general availability by the end of Q3 2025.
<b>KEY BENEFITS</b>	<ul style="list-style-type: none"> <li>• 99.96% reduction in quoting time, enabling quotes in 2 minutes versus 3 days</li> <li>• 150-200% improvement in content search efficiency</li> <li>• Average daily content discovery time reduced by 60 minutes</li> <li>• Over 50% reduction in per-quote technology costs at scale</li> <li>• Increased distributor retention and preference</li> <li>• Accelerated sales cycles and faster policy issue rates.</li> </ul>
<b>KEY TECHNOLOGIES</b>	AWS OpenSearch serverless, Neptune, and Redis. Kong Gateway, AWS Bedrock, DynamoDB, SageMaker, and Langfuse.
<b>READ MORE</b>	Visit <a href="https://celent.com">Celent.com</a> to learn more about this initiative.

Source: FI Name